



**UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**PROMOTIONAL STRATEGIES TOWARDS INCERASING THE  
CUSTOMER AWARENESS IN KAZZPONIC SDN BHD IN  
MALACCA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
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**NOVEMBER 2009**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

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BANDAR MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Khairil Imran Bin Mohd Yahya, (I/C Number: 831012-14-5037)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: .....

Date: 9 NOVEMBER 2009

## **LETTER OF SUBMISSION**

9 November 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
73500, Melaka.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "PROMOTIONAL STRATEGIES TOWARDS INCREASING THE CUSTOMER AWARENESS IN KAZZPONIC SDN BHD IN MALACCA" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

.....

KHAIRIL IMRAN BIN MOHD YAHYA

2006142795

Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

In order to strengthen the local market for Kazzponic Sdn. Bhd. the important thing of marketing mix that come out from my survey is in terms of the promotional mix. This is because the promotion involves disseminating information about a product, product line, brand, or company. The promotional mix will not only help increase profit but also it will help to the development of company corporate image that will bear in the customer mind. This is why the promotional mix on customer awareness is important to educate the customer on organic product is good in order to attract the potential customer to buy hydroponics product. Kazzponic need to give information on the benefit of using the hydroponics as more in order to attract more customers because this will help to increase the sales and profit of Kazzponic. Kazzponic Sdn Bhd basically focuses on hydroponics market and it also becomes the core product of this agriculture company. The observation by the researcher had found that the local market for Kazzponic Sdn. Bhd. is low in term of customer awareness. This is because the researcher had found that the company Kazzponic Sdn. Bhd. had exist for about 16 years which is 1993. The observation done by researcher is based on the passed promotion such as pamphlet, TV advertising and exhibition that Kazzponic Sdn. Bhd. had done.